

LEO BURNETT COMPANY, Inc.

Ad No. 2878—Donnerstag Review—Reg. No. 89671—1 Page—4 color bleed—8 1/2" x 11 1/2" (in.)—National Family Review, 1971—182
Revised in U.S.A.

Come to where
the flavor is.
Marlboro
Country.

Marlboro Red
or Longbirds 100's—
you get a lot of flavor.

Marlboro
Longbirds 100's

Range: 10 mg "tar," 1.1 mg nicotine av. per cigarette, FTC Report Aug 71.
100's: 11 mg "tar," 0.9 mg nicotine av. per cigarette, FTC Report Aug 71.

2051192434